

The DALLAS Magazine

Official Publication of the Dallas Chamber of Commerce

Volume 11, No. 2

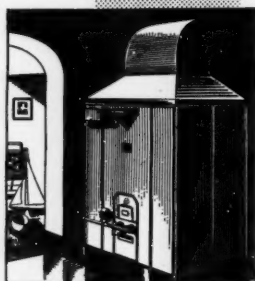
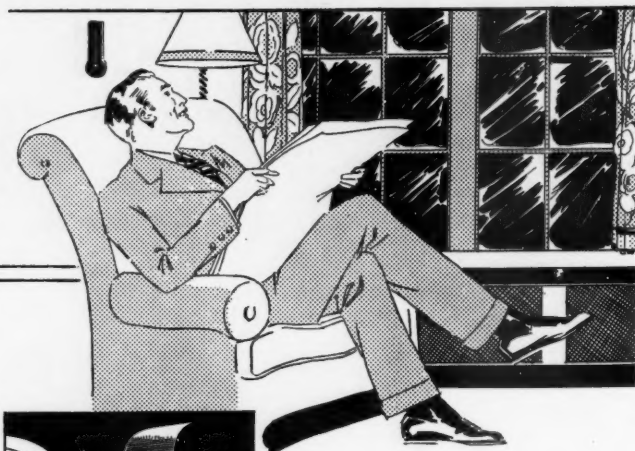
FEBRUARY, 1932

Price, 15 Cents



In This Issue:

SETTING AN INDUSTRIAL RECORD ♦ JEWELRY
INDUSTRY ♦ PROPER STORE LIGHTING ♦ INDUSTRIAL
NEWS ♦ MODERN FURNITURE ♦ ANNUAL STATISTICS ♦ QUARTERLY MEETING FEBRUARY
FIFTH ♦ EDITORIALS ♦ OAK CLIFF NEWS ♦ DALLAS PRINTING CENTER ♦ COMMITTEES



Even in Canada, at 60 below zero, people can afford to heat with Gas Furnaces. Imagine how easy it is in Dallas, then.

Smooth As Velvet

A MAN doesn't need to be rich in Dallas, to have a gas furnace in his home. Dallas has natural gas.

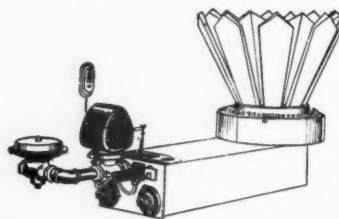
Gas heating systems of today snap themselves on at sunup, turn off at bedtime, and keep a temperature smooth as velvet.

If your house is running with little room heaters, aren't you ready to change to ALL-OVER heat, for the comfort and health of your family? Let our engineers inspect your house and make an estimate, without charge, of what a heating plant will cost to install and to operate. Gas Furnace heat costs much less in Dallas than even an ordinary

furnace would cost in a Northern city. . . . ENJOY your moderate winters!

Slip Burner Into Old Furnace

An old-fashioned furnace or boiler switches to gas in half a day, with a modern conversion burner. Let us show you how economical it is. It serves for residence and industrial installations.



LONE STAR

 The Dallas Gas Company
 GAS SYSTEM

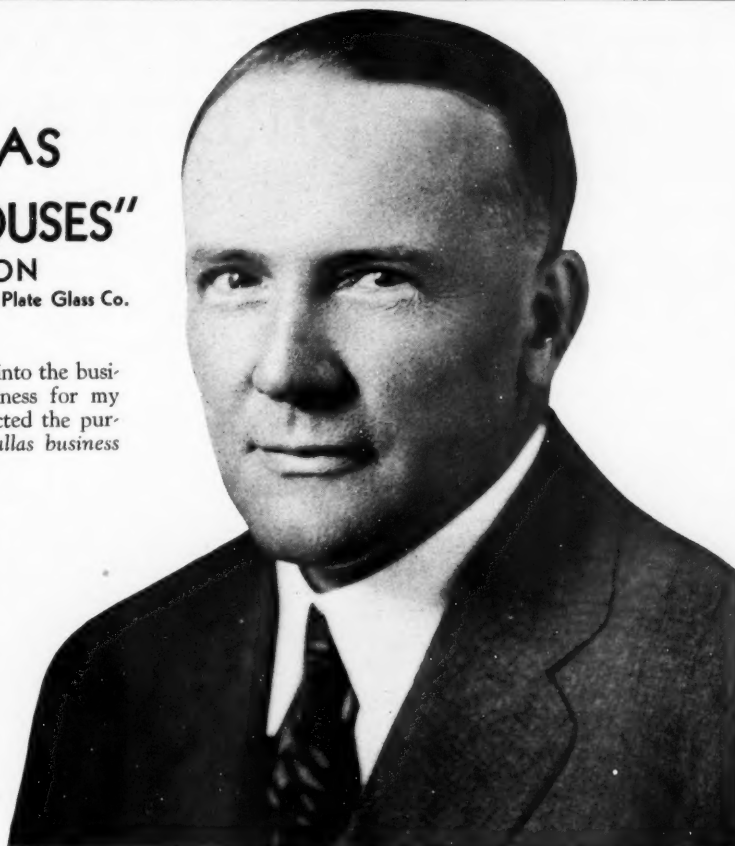
"BUY FROM DALLAS BUSINESS HOUSES"

Says T. E. JACKSON

Southwestern District Mgr., Pittsburgh Plate Glass Co.

«I COULD NOT send my salesmen into the business houses of Dallas, seeking business for my institution if I had not already directed the purchasing department to buy from Dallas business houses whenever possible. We have found the office supply and stationery houses of Dallas well-stocked with reasonably priced merchandise and find that, even aside from the loyalty that we have for Dallas institutions, we can satisfactorily and profitably fill most of our needs in these lines from local concerns.

T. E. Jackson



Branch firms in Dallas have a definite obligation to local firms. There should be a clear understanding of the fairness in the practice of buying locally, which stimulates business for your local supply dealer. Then he may, through your cooperation, continue to better serve you with an increasingly improved service; a service that avails immediate courteous attention without the loss of time, extra transportation costs and expensive communi-

cations. It is more important now, than ever before, that we put into practice the things learned anew—which, in soft prosperity, we had forgotten. It is time all Dallas Branch Firms return to the wholesome practice of trading with their business associates. Place your orders in Dallas. This sound policy of buying your office needs here will turn into this territory a vast amount of new money helpful to your sales volume.)

The More
You Buy
In Dallas
The More
Dallas Can
Buy From
You

The Dallas Stationers and Office Equipment Dealers

DALLAS OFFICE SUPPLY CO. CLARKE AND COURTS THE DORSEY COMPANY
BENNETT PRINTING CO. VANCE K. MILLER ASKEW STORES
STEWART OFFICE SUPPLY CO. PARKER BROTHERS, INC.



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 Thomson, H. B., 1516 Tower Pet. Bldg., 2-3884
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 Bailey, Nichols & Bailey, Kirby Bldg., 2-4887
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 Meador & Meador, Tower Pet. Bldg., 2-1718
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 Reasonover & Reasonover, Linz Bldg., 7-1945
 Reid & Erhard, Praetorian Bldg., 2-5945
 Renfro, Ledbetter & McCombs, Merc. Bldg., 2-5697
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 Roark, Noah, 635 Wilson Bldg., 2-1312
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 Smith, B. Ray, Rep. Bk. Bldg., 2-8232
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 Street, O. M., Merc. Bldg., 7-1331
 Taylor & Irwin, 411 S.W. Life Bldg., 7-1366
 Van Slyck, K., 310 N. Tex. Bldg., 2-2098
 Vickery, C. W., 418 N. Tex. Bldg., 2-1358
 Viglini, Helen M., 321 Slaughter Bldg., 7-1928
 Ward, W. L., Magnolia Bldg., 2-2319
 Wilson, Judge Louis, 408-9 Marvin Bldg., 2-5709
 Worsham, Rollins, Burford, Ryburn & Hincks, 7th floor Interurban Bldg., 2-8656

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McCall, John D., Kirby Bldg., 2-9081

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Dallas Laboratories, 2411 S. Harwood, 4-1400
 Moore, Landon C., Inc., 1713½ Young, 7-1835

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ENGINEERS

Carrier Engineering Corp. of Texas, 2022 Bryan, 2-7741. Air Conditioning, Refrigeration, and Drying
 Fairchild Aerial Surveys, Inc., 2102 N. Harwood, 2-2688. Aerial Photography
 Floyd & Lochridge, Tower Pet. Bldg., 7-4402
 Consulting and Hydraulic Engineers
 George, James Z., 812 Santa Fe Bldg., 2-6592
 Industrial Engineer
 Gildehaus, R. F., Jr., Kirby Bldg., 2-4704
 Consulting Engineer
 Gillespie & Schwan, Inc., 1207 S. Lamar, 2-2052
 Combustion Engineers
 Greenwood, J. P., Allen Bldg., 7-5733
 Mill Architect and Engineer
 Haag Engineering Co., Wilson Bldg., 2-9323
 Valuation and Consulting Engineers
 Jameson, R. O., S.W. Life Bldg., 2-2655
 Consulting Structural Engineer
 Knox, Jean H., 412 Const. Bldg., 2-3923
 Consulting Engineer (Concrete)
 Koch & Fowler, 801 Cent. Bk. Bldg., 7-3748
 City Planning & Municipal Engineering
 Perfection Mach. Tool & Die Co., Inc., 3027 Elm, 7-3006. Mechanical Engineers
 Powell, W. J., 1320 Rep. Bk. Bldg., 2-1659
 Consulting Civil Engineer
 Thompson, R. A., Chamber of Commerce, 2-5425. Highway Engineer
 Whitney, M. L. & Co., 514 Allen Bldg., 2-6587
 Engineers and Contractors



Construct Your Home with Care!

Shot-gun houses! How often you have heard the expression—yet how few times have you considered them as a form of permanent investment!

FIRMS COOPERATING IN THIS CAMPAIGN

Abstracts

Stewart Title Guaranty Company

1221 Main Street — 2-8491

Architects

E. C. Smith & Sons
513 Construction Building
2-5504

Brick and Roofing Tile

Fraser Brick Company
Central Bank Building — 2-1414

Cement

Lone Star Cement Company of Texas
1401 Santa Fe Building — 2-1486

Concrete and Building Materials

Penniman Concrete and Material Company
3000 Junius Street — 3-2121

Flowers, Decorating, Landscaping

Lang Floral & Nursery Company
1214 Main Street — 2-2484

Home Furnishings

Hart Furniture Company
1933 Elm Street — 7-3056

Insurance

A. C. Prendergast & Company
Agent — Travelers Insurance Co.
Republic Bank Building — 7-8261

Climatic conditions have caused people in the South to build of less stable construction than in other sections of the country. Time has proved the fallacy of this policy, however, and thinking men and women now build with care. They build for permanence.

Interiors of homes and commercial structures are also being furnished and equipped with quality furniture and fixtures. It is the only way to make your investment economical. Likewise, the exteriors are being landscaped for permanent beautification. That, too, will enhance the value of your property.

Real estate values are showing a tendency to rise. Build while costs are low, or the opportunity may pass you by forever.

FIRMS COOPERATING IN THIS CAMPAIGN

Loans

J. W. Lindsley & Co.
1209 Main Street — 2-4366

Lumber

Griffiths & Company
918 S. Lamar Street — 7-5153
Robinson-Brewington Lumber Company
2021 McKinney Avenue — 2-9021
Temple Lumber Co.
2508 S. Harwood — 4-5191

Plumbing Fixtures and Supplies

Standard Sanitary Manufacturing Company
1200 Jackson Street — 2-6466

Real Estate

J. W. Lindsley & Co.
1209 Main Street — 2-4366

Structural Steel

Mosher Steel & Machinery Company
5209 Maple Avenue — 5-2161

Title Insurance

Stewart Title Guaranty Company
1221 Main Street — 2-8491

Utilities

Dallas Power & Light Company

"BUILD NOW FOR PERMANENCE"

OFFICERS

CHRISTIAN C. WEICHEL
Chairman of the Board

J. D. GILLESPIE
Chairman Executive Committee

ERNEST R. TENNANT
President

L. C. MCBRIDE
Vice President and General Counsel

OSCAR C. BRUCE
Vice President

J. C. TENISON
Vice President and Cashier

J. O. HUMPHREYS
Vice President

JOE AGEE
Vice President

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Vice President

L. S. BRINDLEY
Vice President

J. W. SHULL
Vice President

DIRECTORS

CHRISTIAN C. WEICHEL

H. C. MORRIS

GEORGE W. WORKS

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W. E. EASTERWOOD, JR.

M. E. LOTT

C. L. ALLEN

ERNEST R. TENNANT

LEONARD EPPSTEIN

CHAS. A. MANGOLD

JESSE LEE JOHNSON

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W. E. KINGSBURY

L. C. MCBRIDE

OSCAR C. BRUCE

HUGO W. SCHOELLKOPF

BROOK MAYS

J. D. GILLESPIE

BEN F. READ

MRS. S. J. HAY

LESTER A. RUSSELL

C. P. HAYNES

H. H. HAWLEY

Report of the Condition of the

DALLAS BANK & TRUST COMPANY

Member Federal Reserve System
DALLAS, TEXAS

At the Close of Business December 31, 1931
Rendered Pursuant to the Call of the
Commissioner of Banking

RESOURCES

Loans and Discounts	\$5,566,924.21
Stock in Federal Reserve Bank	45,000.00
Banking House	1,249,000.00
Commerce Street Property (Acquired for Future Extension of Banking House)	180,000.00
Furniture, Fixtures and Vaults	56,000.00
Bonds and Stocks	823,819.73
U. S. Government Bonds and Certificates	\$1,409,708.57
Municipal Bonds	691,989.83
Cash on Hand and Due From Banks	3,089,149.63— 5,190,848.03
Total Resources	\$13,111,591.97

LIABILITIES

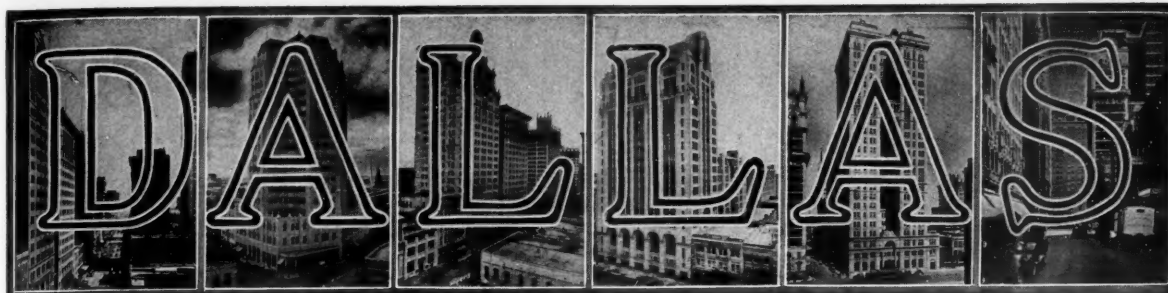
Capital Stock	\$1,000,000.00
Surplus	500,000.00
Undivided Profits	386,770.89

RESERVES:

For 3% Quarterly Dividend No. 125, Payable December 31, 1931	30,000.00
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DEPOSITS:

Individual	\$8,919,349.73
Banks, Bankers	1,821,950.13
U. S. Government	453,521.22— 11,194,821.08
Total Liabilities	\$13,111,591.97



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

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Volume 11

FEBRUARY, 1932

Number 2

Setting an Industrial Record

Industrial Department Summarizes Growth of City During 1931

THE records of the Industrial Department show that in 1931 a total of 1,039 new businesses of all kinds were established in Dallas. These are classified as follows: Manufacturing, 78; wholesale and distributing, 222; retail, 275; oil and oil field supplies, 177 (including independent operators establishing offices here); miscellaneous, 287. The miscellaneous classification includes insurance companies, financial organizations, such as stock and bond houses, loan companies, etc., and a number of similar miscellaneous classifications.

Of the above, 225 were branches of sectional and national concerns, with headquarters elsewhere, establishing sales offices, warehouses or branch factories here. Concerns placing public warehouse stocks in Dallas, and no other facilities, are not included.

In comparison with previous years, the following figures are interesting:

Total new businesses—1925, 516; 1926, 484; 1927, 364; 1928, 704; 1929, 802; 1930, 778; 1931, 1039.

Total branches of sectional or national concerns—1925, 96; 1926, 110; 1927, 88; 1929, 163; 1930, 241; 1931, 225.

The national advertising campaign sponsored by Industrial Dallas, Inc., was started in 1928. A study of the figures for the three years prior to advertising,

and a comparison of the large increase, both in total new businesses and in branches, since 1928, show clearly the influence of advertising on the commercial and industrial growth of the city.

The fact that in 1931 a total of 225 sectional or national concerns placed branches in Dallas, despite conditions, is considered not only a tribute to Dallas as the logical center from which to serve the fast-growing Southwest market, but to the effectiveness of national advertising in maintaining this phase of the city's growth at a time when retrenchment rather than expansion was the general rule. If the record for January continues through 1932, an even more remarkable showing will be made this year.

The large increase in total new businesses in 1931 over previous years is largely due to the steady growth of Dallas as an oil center. The fact that Dallas is the most conveniently located metropolitan center to the East Texas fields, and is also centrally located with respect to all major producing fields in the Southwest, has caused many producing companies, independent operators, supply companies, pipe line contractors, drilling contractors, and other concerns affiliated with the oil industry to locate in Dallas.

With the oil industry showing signs of steady improvement, and with a well-planned campaign now under way to

bring more producing and supply companies to Dallas, 1932 is expected to make Dallas the unchallenged oil capital of the country.

The Industrial Department is now engaged in the preparation of a special report showing Dallas' many advantages as an oil center, which will be placed in the hands of every important oil executive in the United States within the next thirty days. It is likewise preparing a new market analysis of the Southwest, showing tremendous increases in population and buying power, as well as the concentration of this population and income in the immediate Dallas area and Dallas' facilities for manufacturing and distributing, in serving the Southwest. This analysis will be the most complete and impressive of the series the Department has prepared and distributed in recent years, and will be placed in the hands of executives of something like 10,000 concerns that have shown, by personal inquiry, by correspondence and by response to national advertising, that they are interested in the Southwest and are considering placing sales, distributing or manufacturing branches in Dallas to serve this market. It will be ready for distribution in about thirty days.

The year 1931 saw many concerns, particularly large national organizations,
(Continued on page 21)



Jewelry is One of Leading Industries

By ANN GOUGH HUNTER



ALMOST since the beginning of history goldsmiths have contributed to the beauty and elegance of living, for theirs is one of the world's oldest crafts. Long before Benvenuto Cellini in the Sixteenth Century was sought by popes, cardinals and kings for his skillful fashioning of gold and precious stones, jewelers have been mentors of taste—creators of adornment, the inspiration of gracious and graceful living.

Even in this machine age the pride of workmanship manifested by those silversmiths and goldsmiths in the guild halls of the Renaissance is evidenced by local jewelers in Dallas, to which has been added a magnitude of production and distribution which is ultra-modern. A recent report issued by the United States Department of Commerce gives in cold figures definite proof of this interesting fact, and makes Dallas one of the leading distribution centers for jewelry throughout the Southwest.



Figures for 1931 not being yet available, the reports for 1930 in the census of distribution of retail trade show that Dallas sold during 1930 one-fifth of all the jewelry disposed of in Texas during that period. The bulletin records that of the 670 jewelry stores in Texas, thirty-four are in Dallas, with a net yearly sale of \$3,054,268 worth of merchandise. They have 214 full-time employees. These shops execute special orders from original designs.

Texans over the State spent during the year \$17,507,594 for jewelry, or \$3.25 per capita.

Dallas has four wholesale firms covering Texas and the neighboring States. Because of the size of the stocks carried, and also because of the cooperative spirit of the jewelers, an order sent to any one is tantamount to having the entire stocks of the others at the disposal of the purchaser. Thus the needs of the trade can be supplied on short notice.

In June, 1928, retailers, wholesalers and manufacturers of jewelry organized the Dallas Jewelers Association, one of the first organizations of its kind in the United States, to bring into closer relationship all branches of the jewelry industry.

Charles A. Moore was the first president and served until last year when he was succeeded by Clifton Linz. Miss Cecile Lowenstein has been secretary-treasurer since the beginning. C. L. Norsworthy is vice-president and the board includes Charles A. Moore, C. L. Norsworthy, C. W. Hirt, Myron Everts,

Arnold Bailey, C. P. Irby and H. J. Platt. Myron Everts is regional vice-president of the American National Jewelers Association.

One pioneer Dallas jewelry store, which has been in continuous existence since 1877, has its own factory where its own original designs are executed. Orders have been filled all over the United States for leaders in social and theatrical life. Two years ago at Christmas time, Lita Grey Chaplin ordered a necklace which was designed by a member of the firm, as were a bracelet and a pin for Natacha Rambova (Mrs. Rudolph Valentino); a ring for Dorothy Dalton and a ring for the late Rudolph Valentino.

A member of this firm goes frequently to Amsterdam where diamonds for special designs are selected. These trips are supplemented by long distance calls to Holland for needed stones.

In this age of machinery there is an appeal about a beautiful, patiently hand-wrought work of art that gets an instant response from us. It has a touch of romance, a reminder of the time when people lived in a leisurely and unhurried manner; a touch of the old aristocracy—the golden age! Old silver, old china, old jewelry bring back the aroma of the more colorful, if less comfortable, past.

One Dallas jewelry firm, established in 1883, specializes in romantic antiques. It numbers among its treasures in silver two silver tea services of the period of George II; a George II pitcher; Victorian services; seventeenth century spoon-warmers, wine flacons, soup tureens, entree dishes with warmers underneath, mustard pots and pitchers. There are also many early American tea services of coin

(Continued on Page 25)



Proper Lighting Helps Selling

**Darkened Windows Keep Traffic Moving
But They Do Not Move Merchandise**

By R. N. OAKLEY

WALKING up and down Elm Street, unconsciously we pause before certain store windows to inspect the merchandise on display while other show windows are passed by unnoticed. Possibly it is habit that prompts us to choose the window that we do, but even were we strangers to Dallas it is probable that we would select the same ones for our "window shopping," for they compel our attention and invite inspection.

Attractive merchandise, correctly displayed, is an essential component of the pulling power of a store front, but what compels the human eye to turn toward objects within the window is the arresting power of light which gives us the opportunity of seeing good merchandise easily, in its true form and color. It is estimated that 87 per cent of the impressions that come to the brain are through the optical nerve.

There are many of us, however, who cannot see the merchandise clearly and distinctly, regardless of how well it is lighted and how hard we try. We cannot see because our eyes are fatigued, our vision distorted from working all day under an incorrect or inadequate light in one of the great buildings that form Dallas' imposing skyline. Or it may be that our occupation has been in a shop or store where adequate illumination is lacking.

In many Dallas stores and offices you will find the electric lights burning even when the sun is shining outside and, wondering, we discover that those in

charge have discovered the hazards of Twilight Zone lighting in lessening the efficiency of employes and driving away business.

When daylight illumination does not provide suitable light for ease of vision, there exists a condition of Twilight Zone lighting—that half light between obvious darkness and adequate illumination. It prevails on the brightest days, for daylight illumination is unreliable—it fluctuates in intensity from hour to hour, it varies in color and changes direction. Daylight has no equal as a source of outdoor illumination. But indoors, particularly where Dallas' towering buildings form shaded canyons, it is inferior to adequate artificial light.

Walking up Elm Street, it takes the average pedestrian seven seconds to pass a store window. In this brief interval the window must influence him, or her, to stop; to "window shop"; to enter the store and buy. How effectively the window can accomplish this job determines its value to the merchant. For merchants who cannot afford to employ other forms of advertising, show windows become at once their most important medium for transmitting store news to the passing and buying public, the Trade Extension Division of the Dallas Chamber of Commerce tells retailers in its textbook on merchandising.

So important a factor is the store window that it provides the basis upon which members of the Dallas Real Estate Board compute store rentals in the shopping dis-

trict. It is the size of the glass, and not the total store frontage, that determines the front foot rental for many store buildings. Merchants occupying equally favorable locations may pay the same front foot rental for their stores, while one merchant receives far more value from his window than his next-door neighbor. It is estimated that a completely effective window is worth 50 to 75 per cent of the total store rental cost.

Appreciating the value of their windows, many Dallas merchants have taken the necessary steps to assure profitable utilization of the show windows for which they pay a large proportion of their rent. Merchandise for window display is selected with exacting care, expert window trimmers are employed to arrange the display, and the plate glass is kept clean and spotless. But even the most artful merchandisers cannot hope to know all the scientific facts needed to produce the most effective lighting arrangement. That is the job of the illuminating engineer.

While lighted show windows are at their best in the evening or at night, many merchants have overlooked the necessity for daytime lighting, the Chamber of Commerce states in its merchandising manual. Often the reflection of the sun on a window is so great that it is necessary for shoppers to shade their eyes to see the merchandise displayed. Such windows provide admirable mirrors which women use to powder their noses, but are

(Continued on page 28)

Important News of a Growing City

February Conventions

Feb. 1-15—J. C. Penney Co. Sales Conference.
 Feb. 1-20—Spring Buying Season, Dallas Wholesale Market.
 Feb. 2—Ursuline Academy Homecoming.
 Feb. 3-4—Goodyear Tire and Rubber Company.
 Feb. 4—Maine Special Goodwill Train stop-over, 7 A. M.-1 P. M.
 Feb. 6—Texas Section, Railway Treasury Officers Assn.
 Feb. 6—Dist. 5, American College Publicity Assn.
 Feb. 7-12—Southern Methodist Training School—annually here.
 Feb. 8—Texas Assn. of Life Underwriters Regional Meet.

Feb. 10—Presbyterian Men's Convention, Texas Synod Presbyterian Church, U. S. A.

Feb. 10—Presbyterian Women's Convention, Texas Synod Presbyterian Church, U. S. A.

Feb. 12—Texas Bankers Assn., Fifth District.

Feb. 12-13—Women's Christian Temperance Union, Regional Meeting.

Feb. 29-Mar. 2—Weichsel's Spring Beauty Show and School.

February—Dates not ascertained—

American Railway Assn., Safety Section.

Federal Hdw. & Implement Mutuals and Hardware Mutual Casualty Co. Conference.

Dr. Pepper Co., Annual Sales Conference.

Texas-Southwest Warehouse and Transfermen's Assn., Winter Conference.

Texas Newspaper Publishers Assn. Southwest Poultry and Egg Dealers Association.

Southwest Bowling Assn.

Texas Passenger & Freight Agents Association.

Texas-Louisiana Tariff Bureau.

Probably February—Statewide Industrial and Agricultural Conference.

New Members

The following new members have been added to the roster of the Dallas Chamber of Commerce for 1932:

Armored Bank Collection Service, 2615 Elm Street, money transportation.

The Bartlett Raymond Company, 1612 Tower Petroleum Building, chemical, oil and gas industrial equipment.

Barnie Cantrell, 607 North Texas Building, attorney.

Conservative Oil Company, 1908 Tower Petroleum Building.

George W. Hutchison, 621 Republic Bank Building, attorney.

William S. Proctor Co., 322 Slaughter Building, real estate.

Texas Prudential Insurance Co., 703 Tower Petroleum Building.

Battery Distributing Corp., 2403 S. Ervay Street.

Hudson & Hudson, 4151 Commerce Street, bus bodies and motor coaches.

Modern Home Insulators, 1207 S. Lamar.

Singer Sewing Machine Co., 1021 Santa Fe Building.

Martha Washington Candies Co., 1705 Elm Street.

Dallas-Fort Worth Social Register, 1206 First National Bank Building.

Ex-cil-cis Cosmetic Co., 309 N. Harwood Street.

Littlejohn, Inc., 1925 Cedar Springs, flowers and decorations.

Elko Photo Finishing Co., 2429 Commerce Street.

Wm. E. Salter, representing Borg-Warner Service Parts and American Gears Parts, 2803 Commerce Street.

HOT DOGS

Ted: "My feet burn like the dickens; do you think a mustard bath would help?"

Ned: "Sure! There's nothing better than mustard for hot dogs!"

WATCHING DALLAS GROW

Month by month, in this column, will be recorded the growth of Dallas as shown by the available statistical information.

		BANK CLEARINGS		BANK DEBITS	
		1930	1931	1930	1931
January		\$207,852,872.08	\$165,527,152.37	\$249,792,000	\$195,534,000
February		177,426,932.40	147,866,128.21	210,891,000	168,140,000
March		190,336,355.97	156,580,354.47	280,475,000	166,796,000
April		173,552,526.66	156,428,337.23	237,646,000	162,304,000
May		169,373,159.89	150,859,964.72	204,548,000	158,469,000
June		161,405,438.23	149,625,488.57	192,763,000	157,345,000
July		160,236,652.31	142,160,231.66	188,529,000	154,639,000
August		155,351,696.51	126,210,371.13	190,588,000	136,404,000
September		191,975,911.32	149,416,604.30	221,860,000	165,516,000
October		197,420,183.33	170,699,694.65	245,193,000	197,691,000
November		163,408,483.33	144,720,223.84	190,377,000	157,206,000
December		174,024,914.81	143,636,413.72	228,246,000	181,133,000
TOTAL		\$2,122,365,126.84	\$1,803,330,964.72	\$2,641,178,000	\$1,838,381,000

		BUILDING PERMITS		POSTAL RECEIPTS	
		1930	1931	1930	1931
January		\$ 535,830	\$ 551,238	\$ 329,647.47	\$ 312,893.64
February		589,012	764,300	327,262.42	279,343.16
March		795,645	546,255	327,534.36	311,220.20
April		1,034,935	540,273	334,307.28	311,408.94
May		569,997	1,327,520	322,891.54	282,304.87
June		664,975	338,500	299,792.10	184,693.45
July		1,314,702	225,630	285,853.18	270,310.07
August		941,165	293,005	291,150.22	253,691.13
September		1,920,910	368,377	335,235.91	286,253.83
October		609,942	1,276,604	365,707.14	305,428.22
November		883,827	325,608	289,019.51	278,945.49
December		1,275,638	1,008,172	289,506.98	347,689.15
TOTAL		19,285,559	\$12,631,880	\$3,897,908.11	\$3,424,182.15

		GAS METERS		TELEPHONES	
		1930	1931	1930	1931
January		66,909	67,621	69,340	70,168
February		67,048	67,701	69,390	70,221
March		67,099	67,964	69,440	70,491
April		67,041	68,130	69,492	70,641
May		67,090	68,181	69,536	70,711
June		67,111	68,213	69,582	70,740
July		67,142	68,230	69,601	70,752
August		67,174	68,242	69,632	70,783
September		67,201	68,281	69,658	70,821
October		67,228	68,298	69,680	70,844
November		67,259	68,312	69,701	70,871
December		67,308	68,362	69,732	70,911

*Includes Public Utility Construction.

Modern Furniture Adds to Beauty of Home

By B. F. McLAIN

To substantiate the claim that modern homes and modern home furnishings are more attractive than those of the preceding generation, one has but to inspect the architecture and the furniture of the "gay nineties". There has been an undeniable trend towards attractive simplicity. The buildings of the closing years of the last century were very often ornately bizarre. Cupolas, bay windows, fantastic scroll work were used freely to arrive at an effect seldom harmonious. In some of the older residential sections of Dallas, there may still be seen house fronts decorated with pieces of colored glass set in cement. The furnishings of these homes reflected the vogue for embellishment. Chair backs were draped with crocheted decorations. "What-nots" of startling design were covered with numerous knick-knacks. Comfort was secondary to decorative elaborateness.

The improved style of today's homes and furnishings is not due especially to the development of modern design, but rather the result of a reversion to the finest products of all the ages. Our architects and manufacturers are copying the works of the Old Masters. A new West Texas County Court House resembling a temple of Ancient Greece is a thing of beauty in striking contrast to the County building erected in Dallas in the last century. Our most beautiful suburban shopping center, copied from an old Spanish village, is incomparably more beautiful than the shops of our fathers. The hodge podge architecture of the last generation has been superseded by replicas of early English, American Colonial, and in fact, by reproductions from the best of all the countries of the world.

Home furnishings have followed the same trend. There is now available at moderate prices, furniture which has been copied from the best work of master craftsmen of centuries ago. Factories that once made straight lined, unattractive furniture with square frames and posts, are using modern machinery to produce graceful turnings, which add to

present styles a charm totally lacking in the heavy mission furniture of thirty years ago, though that was an improvement over the garish gaudiness of the preceding decade. Mass production and modern machinery have brought within the reach of the man of moderate income, designs that a few years ago were procurable only in the highest priced furniture. Today a man carving a piece of furniture works at a machine that carves a score of similar pieces by an ingenious device whereby a number of metal arms follow every move he makes to reproduce his carving.

There was a time when our Southern factories made only plain, cheap furniture. Today, by the use of modern methods and equipment, they are producing style and quality that would be a credit to Grand Rapids. The resulting saving in transportation and labor costs make it possible now to buy beautifully designed and substantially constructed furniture at the lowest prices in the history of Dallas. When one stops to consider the fact that all the elements of cost that enter into the distribution of furniture are now at their lowest ebb, it cannot be denied that this is unquestionably the time to furnish a home.

■ ■ ■

"As Kipling says, my dear, woman is 'a rag, a bone, and a hank of hair'."

"And man," she answered, as she smiled sweetly; "is 'a jag, a drone, and a tank of air'."

■ ■ ■

Judge: Do you know anybody who can vouch for your good character?

Accused: Yes, the chief of police.

(The chief of police is called.)

Judge: But he says he does not know you.

Accused: What more do you want? I have lived in his police precinct twenty years, and he does not know me!

■ ■ ■

Boss: Mike, I'm going to make you a present of a pig.

Mike: Sure, an 'tis just like you, sor.

Message from England

You are depressed. You think you are crippled. You are afraid of the future. You are full of fears.

You have half the gold of the world and half of the machinery and most of the automobiles and all the skyscrapers.

You have the greatest home market in the world and the largest corporations that the world has ever seen.

You are ruled more by ideas and less by tradition than any other people in the world. You have usually done what you thought you could do.

How can it be possible that a progressive nation of 120,000,000 people can be wrecked by the speculations of a little handful of fools in Wall Street?

The prices that were forced too high had to come down. Today all the prices are too low.

There is now a golden opportunity for every man who has eyes to see it.

Dollars are now being sold for thirty cents. Practically every security in the United States is now being sold at less than its value.

The way to create a fortune is to buy from pessimists. Pay your money and take the risk.

Frick started his career by buying coke ovens in the slump of 1873. Carnegie made \$300,000,000 by buying steel plants in slumps.

Hundreds of fortunes have been made by buying from pessimists. Ye Gods! What a chance there is at this moment.

In five years from now, most American business men will belong to the "I-wish-I-had-Club."

Then it will be too late to buy a dollar for thirty cents. The opportunities will be gone.

When a horse balks, the balk is in his head and not in his legs. He moves on when he thinks he will. And when an American business man is depressed the slump is in his head. There is nothing serious to prevent him from making money if he thinks he will.

When fear rules the will nothing can be done, but when a man casts Fear out of his mind, the world becomes his oyster. To lose a bit of money is nothing, but to lose hope—or lose nerve and ambition—that is what makes men cripples.

The silly depression has gone on long enough. Get rid of it. It is inside of you. RISE AND WALK.

Proof of Dallas Progress

HISTORY: Founded in 1841, incorporated in 1871; incorporated area in 1930, 45.78 square miles; 33rd in population in 1930.

EXPORTING: Only ten States exceeded Dallas in value of exports in 1931; handles 3,000,000 bales of cotton each year; 162 firms do business in foreign countries.

TRANSPORTATION: Nine trunk line railroads and six interurbans; steam lines operate 110 passenger trains, 189 package cars and 242 express and mail cars daily. Dallas ranks first in per capita express and 14th in total express business.

EDUCATION: 147 schools, including 60 elementary, 7 high and 80 private; 1930 scholastic census 60,329; 1292 public school teachers.

PARKS AND PLAYGROUNDS: There are 4,419.04 acres in parks and playgrounds; 13 golf courses, of which 4 are municipal; 72 tennis courts; 31 baseball diamonds; 27 wading and swimming pools; 34 basketball courts; 60 different parks of which 54 are equipped with playground apparatus.

POLICE AND FIRE DEPARTMENTS: Fire department has 50 pieces of equipment, 23 fire stations; 675 alarm boxes and 390 men; there are 291 policemen in the various branches of that department.

HOTELS: There are 130 hotels here, with guest capacity of 20,000, representing an investment of \$30,000,000.

AMUSEMENTS: Dallas has 39 theaters with a total seating capacity of 30,500.

STREET CARS: Fifty-one million persons rode Dallas street cars during 1930,

over 124.5 miles of trackage. The railway operates 26 busses.

CLIMATIC CONDITIONS: 510 feet above the sea; average rainfall, 37 inches; average temperature, 65.4 degrees.

AUTOMOBILING: Dallas has 369 miles of paved streets; 400 miles of paved highways in county and 610 miles of surfaced roadways.

MANUFACTURING: Dallas has 675 factories within a six-mile radius of the city.

RETAILING: 3,621 retail establishments employ 22,000 with an annual pay roll of \$32,000,000.

WHOLESALE: One of the first fifteen jobbing centers of the Nation; fifth in distribution of dry goods; third in distribution of farm implements; first in cotton gins, cotton seed products, saddlery and harness; 500 wholesale houses employ 5,000 salesmen.

	Manufacturing	Retail	Wholesale	Motor Vehicles	Assessed Valuation	Postal Receipts
1900.....			\$ 54,055,000		\$ 23,016,600	\$ 197,182
1910.....			125,000,000		74,743,495	687,884
1915.....					118,663,175	1,073,678
1920.....	\$116,160,150	\$250,000,000	600,000,000	27,248	175,598,875	2,365,913
1921.....	87,120,113	190,000,000	450,000,000	33,735	192,982,875	2,394,458
1922.....		200,000,000	500,000,000	39,847	188,272,150	2,650,729
1923.....	114,698,847	210,000,000	700,000,000	51,000	196,933,925	3,010,318
1924.....	142,867,363	230,000,000	787,500,000	56,683	209,810,675	3,105,328
1925.....	161,120,725	250,000,000	800,000,000	64,574	224,517,275	3,455,166
1926.....	163,000,000	250,000,000	800,000,000	70,500	240,825,000	3,762,027
1927.....	167,890,000	255,000,000	840,000,000	71,210	246,747,700	3,855,787
1928.....	164,300,000	262,000,000	882,000,000	78,024	270,348,075	3,970,957
1929.....	169,110,000	265,000,000	881,500,000	82,004	276,682,125	4,025,062
1930.....	164,173,000	251,000,000	846,240,000	83,641	289,083,300	3,897,908
1931.....	139,548,000	218,000,000	719,304,000	85,680	287,345,100	3,424,182
	Building *Permits	Bank Clearings	Bank Debits		Bank Deposits	Bank Resources
1900.....	\$ 674,471					\$ 7,251,000
1910.....	3,196,030					26,537,140
1915.....	3,422,512	\$ 356,300,598			\$ 30,187,446	43,399,929
1920.....	13,755,219	1,868,685,312	\$2,181,901,000		94,354,637	134,829,703
1921.....	15,000,206	1,301,332,809	1,749,401,000		92,508,244	119,017,704
1922.....	20,622,000	1,419,062,303	1,865,514,000		116,452,733	141,972,488
1923.....	20,988,469	1,865,414,000	2,065,244,000		128,829,981	152,914,761
1924.....	30,650,564	2,208,734,872	2,178,745,000		147,991,873	174,165,194
1925.....	34,849,558	2,556,829,920	2,626,514,000		148,130,347	176,772,476
1926.....	20,495,141	2,518,137,650	2,537,489,000		135,612,595	170,928,076
1927.....	12,053,333	2,645,992,040	2,620,377,000		158,623,374	195,976,995
1928.....	16,392,740	2,775,500,725	2,868,258,000		177,419,579	218,339,260
1929.....	15,157,796	2,881,787,579	3,133,816,000		167,919,902	211,429,178
1930.....	19,285,559	2,122,365,126	2,641,178,000		162,331,219	201,427,329
1931.....	12,631,880	1,803,330,964	1,838,381,000		143,803,983	180,771,647
	Light Meters	Telephone Connections	Gas Meters	Water Meters	*Population	Scholastic Census
1900.....		2,459			68,372	6,783
1910.....		14,667	8,743		92,104	16,596
1915.....		25,307	21,069		130,516	21,512
1920.....	31,727	36,159	31,341	30,731	189,284	33,006
1921.....				34,260	201,088	35,437
1922.....	39,471	44,363	39,826	38,233	215,498	35,833
1923.....	45,100	48,600	44,992	42,658	232,156	39,160
1924.....	49,823	53,706	51,166	46,510	248,800	41,028
1925.....	55,007	60,565	57,107	51,542	264,534	43,825
1926.....	59,006	65,176	62,328	54,264	280,000	46,676
1927.....	61,173	67,035	64,664	56,162	290,000	47,411
1928.....	63,056	68,701	66,304	56,196	300,000	48,572
1929.....	65,103	69,301	66,880	58,142	308,000	53,766
1930.....	65,898	69,732	67,308	61,048	309,658	59,340
1931.....	66,532	70,911	68,362	62,001	315,480	60,329

*For Greater Dallas.

More Proof

At first glance the figures on the opposite page may seem a bit discouraging and there will be some who may want to clip out the page and with a big red question mark after the word "progress" mail it to the editor.

But in this case, although figures are not disposed to lie, they are at least misleading until the commodity prices are brought into the picture.

It is difficult to arbitrarily set a figure and say that the cost of living has decreased so many per cent. Years afterward statisticians may do that, but for the present we must be content with rough guesses as to what the figure may be. One department store reported for the retail column that while it had delivered several thousand more packages during 1931 than it did during 1930, yet the 1931 dollars and cents volume of business was seven per cent below that

of 1930. Wholesalers moved more merchandise and sold to more merchants, yet their money volume showed a decrease. Manufacturing plants continued busy, yet the value of their manufactured articles decreased.

Public utilities continued to climb, population continued to gain and the school census continued to grow.

Dallas men established their faith in their city by the erection of several fine new buildings, five of which, valued at approximately six million dollars, were opened simultaneously during the summer.

The eyes of the nation were focused more sharply on Dallas during the year, as shown by the large number of new concerns establishing headquarters in Dallas during the year. January inquiries and visits from executives indi-

cate that 1932 will be the greatest industrial year in the history of Dallas.

But beyond all these, as far as the future of Dallas is concerned, is the fact that Dallas has not lost its nerve. Dallas citizens have "kept their chins up" and with high courage tackled the economic depression of their own business and in addition found time to raise many tens of thousands of dollars to feed and clothe the less fortunate members of the community.

Dallas is a city of pioneers who do not whine—a sturdy stock of community and home builders who faced slackened business with the same fortitude as their ancestors faced the Indian raids of little more than a generation ago.

Dallas progress continues, even in years like 1931. Read the industrial article on page 7.





Dallas

Official Organ of the Chamber of Commerce
Published Monthly

E. C. WALLIS, EDITOR

EARL Y. BATEMAN, BUSINESS MANAGER

Vol. 11 FEBRUARY, 1932 No. 2

DALLAS CHAMBER OF COMMERCE OFFICERS

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1932 TERM

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1932-1933 TERM

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1932-1934 TERM

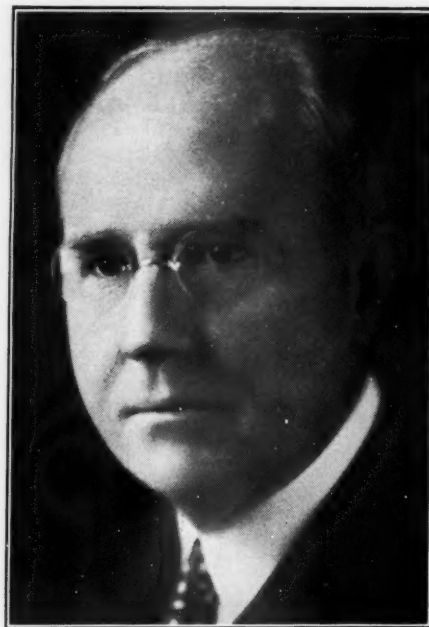
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SUBSCRIPTION \$1.50 A YEAR; 15c A COPY
ADVERTISING RATES ON APPLICATION



Silas H. Strawn, president, Chamber of Commerce of the United States, who will speak at the quarterly meeting of the Dallas Chamber of Commerce February 5, at 7 o'clock, in the Junior Ballroom of the Adolphus Hotel. Reservations may be made at the Chamber of Commerce.

"The Lesson of the Day"

The following article is reprinted from
Harper's Weekly, Vol. 1, page 642, of
the issue dated October 10, 1857:

74 YEARS AGO

"It is a gloomy moment in history. Not for many years—not in the lifetime of most men who read this paper—has there been so much grave and deep apprehension, never has the future seemed so incalculable as at this time. In our own country there is universal commercial prostration and panic, and thousands of our poorest fellow-citizens are turned out against the approaching winter without employment, and without the prospect of it.

"In France the political caldron seethes and bubbles with uncertainty; Russia hangs, as usual, like a cloud, dark and silent, upon the horizon of Europe; while all the energies, resources and influences of the British Empire are sorely tried, and are yet to be tried more sorely,

in coping with the vast and deadly Indian insurrection, and with its disturbed relations in China.

"It is a solemn moment, and no man can feel an indifference (which hapilly, no man pretends to feel) in the issue of events.

"Of our own troubles no man can see the end. They are fortunately, as yet, mainly commercial; and if we are only to lose money, and by painful poverty to be taught wisdom—the wisdom of honor, of faith, of sympathy and of charity—no man need seriously to despair. And yet the very haste to be rich, which is the occasion of this widespread calamity has also tended to destroy the moral forces with which we are to resist and subdue the calamity."

(From copy held by Louis R. Turbeville, with West Disinfecting Company, which was furnished him by his father, G. W. Turbeville, Monticello Street, Dallas.)

Junior Chamber News

Pierce Presented Wilson Cup

"Outstanding unselfish service rendered to the city, state or county," is the requirement the young man in Dallas County who is over 21 years of age and under 35, must fulfill to be eligible for the Wilson Cup, presented each year by George O. Wilson. Mr. Wilson has given this cup for the last five years and each time to a man who was truly astounded when asked to come forward to receive his award. This year when the award was presented during the annual inaugural ball, the recipient was so surprised at being selected to be the owner of a Wilson Cup that the soul nearly left the body. It was apparent to everyone that it was not a "frame-up."

There may be a young man in Dallas who has done as much for his city as Irving Pierce, but it is most certainly a fact that there is no one who has done any more during the last year. Always on the firing line; not sitting back and taking the easy jobs but right in the heart of things doing the dirty work, if you please.

Time taken away from his business meant money taken out of his pocket, but if he was asked to serve on a civic committee of any kind he never hesitated to get in there and pitch, regardless of the time it took.

For two years he has been a director of the Junior Chamber of Commerce where he has made an enviable record, but his work has not stopped at helping one organization. He has done outstanding work with the Citizens Relief Committee, Boy Scouts, Community Chest, and was always a leader in Retail Merchants Trade Trips during the summer months.

We know of no one we would rather see in possession of the Wilson Cup than Irving, if for no other reason than his extraordinarily good disposition no matter what the task, or how much work it required.

Junior Chamber Men On C. of C. Committees

The Junior Chamber of Commerce is the Civic Department of the Senior Chamber. This year these two organizations will work in closer harmony than ever before. It is fitting that the future

leaders of the city are taught in detail how to carry on the work the present leaders will eventually leave. Men are often criticized for not profiting by the mistakes of their predecessors, but so often the new men know little or nothing of what went on before them because they had nothing to do with the work before they took charge.

This year the Senior Chamber is giving the Junior organization a real opportunity to learn just what is going on by appointing Junior Chamber members to places on certain Chamber of Commerce committees. These men are proud to be chosen by the older heads and are anxious to do what they can to further the cause of the parent organization.

Junior Chamber Raises \$1,367.83

John L. Briggs, chairman of the Junior Chamber committee formed to put on a charity football game between a Dallas and Fort Worth high school, reported at the last meeting of the board of directors that the Dallas Emergency Relief Committee's share of the receipts was \$1,367.83. The football game was held Christmas afternoon at Fair Park Stadium.

The Junior Chamber had complete charge of all details of the game and was able to keep expenses less than \$127.00. The entire new receipts went to charity, half to Fort Worth and half to Dallas. This young business men's organization is conscious of the importance of keeping the coffers of the Dallas Emergency Relief Committee full and is ready to do all it can to help carry on the work of this group of men.

Buck Bailey Resigns As Director

Buck Bailey, re-elected director who served the 1931 board as athletic director, tendered his resignation from the 1932 board at the first regular meeting of the directors this year. Mr. Bailey is a comparatively new member, having joined the organization in February, 1930. On December 1930 of last year he was elected to the board and kept his department active through the year, putting on several handball tournaments, a tennis tournament and two golf tournaments.

Mr. Bailey says that the Aetna Life Insurance Company will take too much of his time during 1932 for him to do justice to a place on the board.

U. S. Junior Chamber Is Twelve Years Old

On January 20 all member bodies of the United States Junior Chamber of Commerce held birthday parties for the national organization. Just twelve years ago the United States Junior Chamber was organized in St. Louis, Missouri. The Dallas group was the second Junior Chamber to affiliate with the national organization, and has always been a leader in its activities. Dallas has had one national Jay Cee president, George O. Wilson, who is now a member of the Dallas Chamber of Commerce board of directors; one vice-president, John L. Briggs; three directors, C. O. Girard, Mr. Briggs, and at the present time, J. Howard Hayden.

At 9:30 P. M. on January 20, Silas H. Strawn, president of the United States Chamber of Commerce, and George Olmsted, president of the United States Junior Chamber of Commerce, gave short talks over a nation-wide hookup of American broadcasting stations. Each local Junior Chamber paused at this time, during the birthday party to listen to the two representatives of the present and future leaders of the country.

The Dallas party was held in conjunction with the organization's annual inaugural ball at the Baker Hotel.

Budget Committee

The 1931 Budget Committee composed of N. A. Easter, George W. Martin, Jr., and R. D. Rice was most effective in outlining the anticipated revenues and expenditures of the organization. During the last year the estimated expenditure was exceeded by \$523.41. Of this amount more than \$400.00 was spent on items that were in no way foreseeable but that were of distinct benefit to the Junior Chamber. On the items that were considered there was an excess of only \$100 for the entire year.

The 1932 Budget Committee is composed of C. Glenn Cole, N. A. Easter and R. D. Rice. With last year's record before them this committee should be able to make a more workable budget than the organization has ever had before.



EDITORIALS



Chamber of Commerce Is Necessary

The Dallas Chamber of Commerce will compare favorably with any similar organization in the country. Its record of accomplishments and efficiency is one of which we can be modestly, but justly proud. Its personnel is made up of alert, aggressive, competent and experienced men and women.

It is operated more economically and on less budget than those in other cities of similar size in the United States. Yet many citizens in Dallas take no interest in it or aid in its support, while on the other hand, if it were abolished these same citizens would howl the loudest for its return.

Your Chamber of Commerce welcomes any investigations of its activities, the results accomplished or cost of operation, and confidently believes that it merits your hearty support.

Dallas without a Chamber of Commerce would be like a power company without a power house or dynamo.

Discourage Street Begging

Under the effective plan of giving relief to the worthy, the Community Chest agencies and the Citizens Emergency Relief Committee have made it unnecessary for citizens to give to street beggars. Every legitimate need is being cared for by organized charity. Business houses have been notified of the places to which they can send applicants for charity. Everyone is urged to make use of these agencies so that imposition will be prevented and worthy cases be given proper care.

The price of a meal is only the most temporary relief to the worthy applicant, while panhandlers obtain considerable sums by their efforts. Applicants to established relief agencies are fed first and then information is obtained by means of which their real needs can be provided for, their families assisted and in many cases work provided. Worthy cases should not hesitate to apply to relief agencies and unworthy cases will not.

Street begging and house-to-house begging can be eliminated if citizens will refer all calls for charity to the agencies which they have financed to do this job.

Purpose—To Build a City

How would you like to live in a city without churches or schools or banks? You wouldn't live in a community without churches, or raise your children where there were no schools, and you couldn't do business without banks and other commercial organizations. But what makes the above institutions possible? It is not any one of them, but the union of their interest in a harmonious whole.

It is natural and necessary for men to couple themselves together to attain objectives that they could not accomplish by themselves. This is the underlying psychology of clubs, lodges, churches, schools and commercial organizations.

That is the reason and cause for a Chamber of Commerce. To the Chamber of Commerce falls the lot of building the city by uniting in a harmonious manner the various industrial, commercial, educational, religious, political and economic forces which make the community admirable in the eyes of those who contemplate it.

It is continuously thinking and planning ahead for the city as a whole.

The Dallas Spirit

Dallas' past merits the confidence of not only its citizenry but of the entire country. Its sturdiness, especially during the recent and present psychological condition of the world, is a shining example of strength and endurance. *The Dallas Spirit* is, therefore, an actual reality.

The year 1932 is at hand, and although remnants left by the trying periods of the past year or two will have to be carefully dealt with, beyond any question of a doubt, Dallas will do its share and uphold its leadership throughout the Southwest.

Dallas, during the ensuing year, will step forward with a feeling of reassurance, and will profit by the unusual experience of the past, because its citizens are persons whose breasts are filled with hope and do not believe that life, itself, is dead.—George O. Wilson.

Paid In Full

It seems to us that the sky of business is steadily brightening. The fog of fear and confusion is now rapidly clearing away and we have settled down to work with a determination that will soon take us back to what we call normalcy.

We took a nice "joy ride" after the war and then pay day came. It has hurt to pay, but there is no question but we have had a beneficial lesson. We are now a wiser and stronger people.

Our faith in our country, each other and ourselves can't be shaken long, and the courage that we inherited from our forefathers, who faced much greater hardships than we ever will experience, will always carry us through.

The great resources of our Nation and the resourcefulness of our people cannot be retarded long.

Yes, we are positive that we are just entering a new era of sound reconstruction, growth and expansion.

"ELECTRICONOMY"

—the Use of MORE Electricity to Reduce Your Costs!

NOT in many a year have the factors that affect cost of manufacture and distribution been checked and weighed as carefully as in 1932. Under the pressure of extreme necessity every step from the handling of raw materials to the delivery of finished goods into the hands of the consumer is being challenged. And only those methods that contribute in some definite way to speed, accuracy, the elimination of waste and the achieving of true economy survive.

The long recognized economy of fullest possible application of electric power now becomes doubly desirable. Its almost universal ability to do some vital part of every job better, in less time, with less labor and at least cost is no longer a matter of academic discussion but a matter of vital immediate importance—in many an instance the difference between profit and loss in the operation of a business.

This characteristic that is so generally true of electric service and so true only of this most versatile of modern services becomes a science under the skilled analysis and application of the modern production

man, merchandising man and advertising man working with his competent electrician. Together they use electricity wherever and whenever possible, to the utmost extent to achieve utmost benefit. This is "Electriconomy"—the Use of MORE Electricity to Reduce Costs.

There is scarcely a plant, a store or an office where a survey of present layout, equipment and processes does not reveal some form of efficiency with resultant economy to be gained through wider application of electricity. In many instances the net savings is important; in all the saving is definite and computable. You may eliminate an occupational hazard; reduce an insurance premium; improve a product; cut your power cost; banish waste; or merely end eye strain—but you will benefit through "Electriconomy."

Whether you operate a hot-dog stand or a great factory, investigate the possibilities of "Electriconomy." Let a competent electrical man look over your location. His suggestions may make a world of difference to you in fighting the battle of 1932.

Attention, Dallas Electricians, Electrical Contractors, Architects and Builders.

Whenever you contribute to the repairing, remodeling or new building of a Dallas structure of any kind for any purpose, bear in mind that the engineering service of the Dallas Power & Light Company furnishes gratis every type of expert specialized consulting assistance that you may wish—as a supplement to your own thinking—from a clearing house of all electrical problems and their varied solutions. Capitalize on this. It is not for sale to anyone. Yet it can prove a valuable adjunct to your own vital service.

Phone 2-9321

Attention—Merchants & Manufacturers

Your power company offers you free the services of specialists competent to assist you in any problem concerning the INDUSTRIAL, COMMERCIAL and RESIDENTIAL application of electric service. Let them help you capitalize upon the opportunity presented by this ELECTRICAL YEAR, 1932. Phone 2-9321.

Dallas Power & Light Company

Oak Cliff News

New Orange Products

Modern meat packers who utilize everything about the pig but the squeal needn't feel too cocky in the race for efficiency, for there is a new food and beverage plant in Oak Cliff that makes a dozen different products out of oranges and doesn't even "lose a squirt".

The California inventor, who is said to have spent a young fortune and some years in perfecting a machine that first massages the orange to break up all the juice cells and then proceeds in a most ingenious manner to remove every trace of the peel into long and graceful shreds, has achieved what citrus growers have long sought: an orange completely peeled without a broken membrane. In Oak Cliff was made the first installation of a planned national program.

From the shredded peel are made candied delicacies, including a chocolate candy with a most distinctive flavor, tidbits for milady's bridge party and—believe it or not—an ingredient in orange pop corn.

After its spinning career with massaging rolls and shredding knives, the orange continues down the conveyor as white and "bald-headed as a polo ball" until it hits the extractor. The juice is either bottled straight or becomes orange table syrup, orangeade or orange jelly. The pulp content goes into marmalade and jams. Distribution is both wholesale and retail.

This new baby in the Dallas industrial family is the Texas Orange Products Co., located in the Hickman Building, in the 1000 block on West Davis Street, and has the Texas franchise rights on its novel machinery. Service in connection with their first Texas location was given by the Oak Cliff-Dallas Commercial Association.

Relief Work

"The problem of the poor that we have always with us" has, of course, been intensified and swept to larger proportions by adverse economic conditions. Under normal conditions Mr. Average Citizen

does his bit for constructive welfare work through accepted channels, depends on trained agency workers and reads the results in the newspapers and in institutional reports. He doesn't get very close to the picture.

Prolonged unemployment, like an invading foe, has brought the "firing line" close up and many community groups have turned their attention to relief measures with characteristic American enterprise and ingenuity—in Dallas as in other American cities.

Two successful experiments being carried out in the Oak Cliff section of Dallas are attracting increasing interest and approbation because of their definiteness, their tangible results and their basic principle of helping the needy help themselves.

Establishment of a community free employment service at 335 West Eighth Street as the clearing house of a made-work program, sponsored by the County of Dallas, the OakCliff-Dallas Commercial Association, and other west of the Trinity civic groups, was outlined briefly in the January issue of DALLAS. "This isn't propaganda—this is a project; it's refreshing amid all the relief ballyhoo sweeping the country to find something you can put your finger on," declared a well-known public official who investigated the Oak Cliff plan a few days ago.

Preserving family unity and independence is the dream of all trained welfare workers and that is perhaps the reason the Trinity Heights Co-operative Center is being so carefully followed as a social experiment by leaders in the Parent-Teacher groups of the city. Since the public schools are next door to the homes, the Parent-Teacher workers get a close insight to family circles with jobless bread-winners. Like many another public school, the Trinity Heights school had several score children under-nourished at home and without the necessary pennies for a hot noonday meal at the school cafeteria.

Instead of soliciting funds, buying the meals and giving the children an unofficial course in charity, Trinity Heights P.T.

A. leaders developed a plan making it possible for the mothers of the needy children to earn lunch tickets for the children, milk for the family table and clothing—and to enjoy the sociability of a quilting bee and the improved morale that go along as by-products.

The five-room cottage at 2206 Arizona Street is a busy place. Anywhere from ten to thirty mothers of Trinity Heights every day have a happy time quilting, mending clothes, reclaiming various garments, cutting silk stockings and negligees which had gone to the wash for the last time, into strips for making into hooked rugs. Even a Scotchman or the thrifty French can get ideas at the Co-operative Center in South Oak Cliff—nothing is wasted; old paper, old clothes, shoes and even rags are reclaimed. Also, these mothers learn a lot about wholesome cooking of inexpensive foods and household management under the tutelage of the matron in charge and the P.T.A. leaders.

It is, as the name implies, truly co-operative—the funds from the saleable articles go to the mothers in the form of lunch tickets, milk and clothing. The mechanics of the enterprise are a big idea, a leased cottage, a matron in charge, and a group of serious-purposed women of the Trinity Heights P.T.A. with Mrs. R. B. Findley as president. It is a plan that will spread far beyond Dallas, in the opinion of many.

Oak Cliff Is Literary

Oak Cliff, which takes a considerable pride in community achievements which relate to things cultural, has recently had confirmed from authoritative sources a growing suspicion of its pre-eminence in matters literary.

George W. Barrington, nationally-known writer whose residence is in the Oak Cliff section of Dallas and for whom one of the largest literary organizations of the city is named, adds a corollary to the recent statement of John H. Mc-

(Continued on page 20)

Why Over 80,000 People Live In Oak Cliff

A Community of Home Owners

THE LARGEST suburban district of Dallas is Oak Cliff. It is not a separate entity, but an integral part of the city, closely knitted together by all the ties that bind any community. This spirit of friendliness and neighborliness, so characteristic of Oak Cliff, is unique in any large city, and is one of the principal reasons why Oak Cliff is a community of home owners.

Oak Cliff is a city within a city, having its own retail shopping areas, educational, religious and recreational centers. To those who live in Oak Cliff it becomes more and more desirable the longer they live there. To those who visit Oak Cliff for the first time, its natural scenic beauty, its beautiful parks and lovely recreational areas impress them most of all. It is a section of which its citizens are justly proud.

Transportation is a most important consideration to Oak Cliff citizens. One railway and five vehicular viaducts connect Oak Cliff with downtown Dallas, affording unusually rapid commu-



nication by both automobile and street car. The residential area, located a considerable mileage distance from the business section, is thus only a few minutes distant in time. It is no wonder then, that over 80,000 people find Oak Cliff a fine place in which to live!

This Advertisement Is Sponsored By
the Business and Professional Men of

OAK CLIFF

"...that friendly, fast growing, nature favored section of Dallas"



SINGIN' IN THE RAIN!

The Rainy Days that everyone always saves for are here. Folks will start spending money soon and when they do—the fellow who has been singing nice and loud with his advertising is the one who'll get the business.

Let's make your advertising cheerful and attractive. A drawing to illustrate that idea or a different layout. Maybe a bit of hand lettering is what it needs. Let me help you!

Phone or come on up.

HUGH CARGO

1816 Allen Building
Dallas, Texas



Oak Cliff Bank & Trust Co.

106 W. Jefferson

• • •

Affiliated with the
REPUBLIC NATIONAL BANK
& TRUST COMPANY

A Complete Banking, Trust and
Investment Service

The
Republic National Bank
and Trust Co.

Dallas, Texas

Oak Cliff Literary

(Continued from page 18)

Ginnis, literary critic, who believes that Dallas sends more manuscripts to the magazines in proportion to her population than does any other city in the United States.

"To that I would add that fewer of those manuscripts wing back to their creators than are returned to a like number of authors anywhere else in the world. Dallas does more than write. Dallas writes successfully.

"To that I further add, fearlessly, that Oak Cliff actually sells more script of all classes than does the larger district east of the river. Oak Cliff actually sells more script of all classes than does the remainder of Dallas County. To be generous, and, at the same time, conservative, I will throw in every county that bounds Dallas.

"Now grip your chairs and prepare for a mild shock. Oak Cliff actually sells more thousands of words of fiction than does the remainder of the State of Texas."

As further testimony to this assertion, Mr. Barrington introduces as a competent witness J. J. Taylor, who opined in his famous State Press column a few days ago that "Oak Cliff is the most literary section of Dallas," and turns state evidence by offering a list of some fifty or sixty successful writers who now live or who started their writing careers in Oak Cliff.

Mosher Wins Jay Cee Pepper Cup

The third annual Pepper Cup award, presented to the Junior Chamber member who has performed outstanding service for the organization, was presented to Edward J. Mosher for his extraordinary work during 1931. Although Mr. Mosher has been a member for only a year, he has entered into Junior Chamber activities with a spirit that some older members should envy.

He was given the cup because of his willingness to participate in any Junior Chamber activity at hand and because of the successful way in which he handled responsibilities given him. The committee found many men in the organization who had done a great amount of work in one special line, but Mr. Mosher was finally selected because of his versatility.

Other Pepper Cup winners are Lyman G. Thompson, Southwestern Bell Telephone Company, 1929; R. D. Rice, Butler Brothers, 1930. Both these men have since served the organization as officers.

• • •

New Assignments

President Herzog started off his regime by giving his directors definite responsibilities for the coming year. From the way the directors are responding this early in the year, 1932 should prove to be a high light in Junior Chamber history. Below is an outline of directors' responsibilities:

Programs, Melvin G. Campbell.

Publicity, J. Frank Parker, Jr.

Athletics, Johnny Harrington.

Aviation, Peyton L. Townsend.

Night Meetings, C. M. Russey.

Live Stock, N. A. Easter.

Group System, W. W. Renfro and Edward J. Mosher.

• • •

Bride: Who is the man in the blue coat, darling?

Groom: That's the umpire, dear.

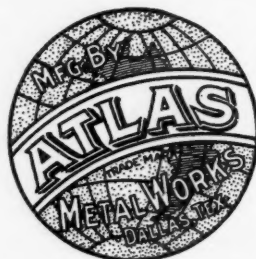
Bride: Why does he wear that funny wire thing over his face?

Groom: To keep from biting the ball players, precious.

• • •

"Can you tell me the name of the dean of this school?"

"Naw, I'm just a football player here."



FRED L. LAKE & Co., INC.

Rubber Stamps



—STENCILS
—SEALS
—METAL
CHECKS

1015 Elm St.
DALLAS

Industrial Record

(Continued from page 7)

operating under strenuous retrenchment programs. These, in many cases, called for the wholesale closing of branches, but in this respect Dallas suffered fewer losses, perhaps, than any similar city in the country. The department's records show that during the year about sixty branches were discontinued, as compared with 225 new branches established, or a net gain of 165 branches. In but few instances were the branches that were discontinued of any particular importance, most of them being small sales offices with but two or three employees.

During the year a number of concerns moved to Dallas from other cities in the Southwest, the greater number coming from Fort Worth. Other cities from which concerns moved to Dallas were Houston, Oklahoma City, Tulsa, Shreveport, New Orleans, and San Antonio. The department has no record of any concern of importance moving from Dallas to another city.

...

Refinery Equipment Firm Wants Engineer Executive

One of the best known concerns in the country, making oil refinery equipment, desires to get in touch with "a high grade engineering executive, thoroughly conversant with the oil refining industry, a man of standing in the community, whose contacts are with the heads of different oil refining companies in your section."

Men qualified for this position should communicate with the Industrial Department, Dallas Chamber of Commerce.

...

TO BE REPEATED

Mrs. Sloser heard a man ascending the stairs of the tenement house late at night and, supposing it to be her husband, quickly opened the door and administered a severe thrashing.

After it was all over she looked at the man's face.

"Good gracious!" she cried in shocked tones. "You're not my husband. You're the tenant on the next floor. I'm awfully sorry."

The victim picked himself up.

"And so you ought to be," he moaned. "Now I'll have to go through all of that again."

...

Edna—What are they playing now?

Mae—Beethoven's Ninth Symphony.

Edna—Oh, dear! Have we missed the other eight?—Fore-N-Aft.

THE NEW



VISIBLE
INDEX



BETTER BUSINESS ... CONTROL

Complete data on sales, sales outlets and salesmen can all be made instantly available through Visible Indexing—the accepted modern method of fact filing. In no other way can today's executive keep so clearly and positively before him the many vital facts necessary as the basis for his decisions.

The "Y and E" Visible Index, the latest step in our more than half century of service to business, gives the executive better visual control. Numerous exclusive features materially increase the ease of record making—the speed of the operators. A new mechanical principle and the best of materials extend the life of the system indefinitely.

For complete information write or phone 7-8585.

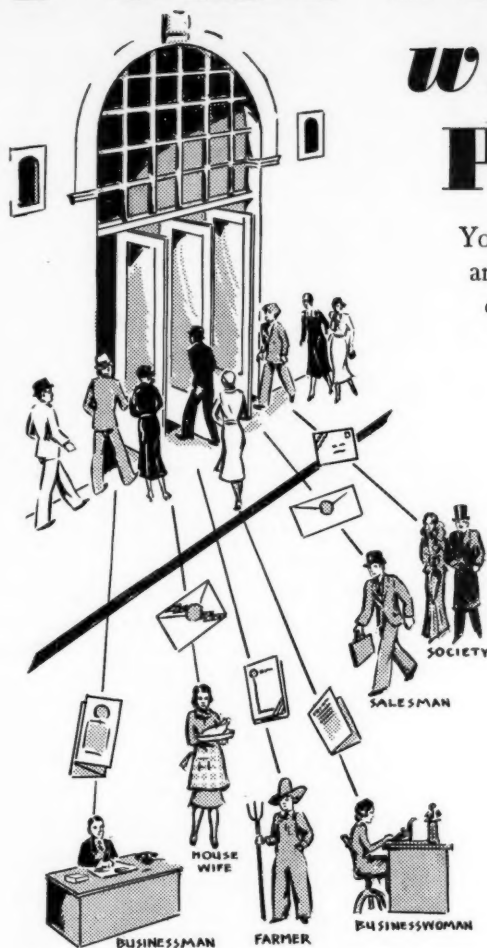
STEWART OFFICE SUPPLY CO.

STATIONERS — OFFICE OUTFITTERS

Stewart Building — Commerce at Lane Streets

THE DALLAS MAGAZINE, FEBRUARY, 1932

PULL THEM IN » *with* **GOOD PRINTING**



You have something to sell, merchandise or service, and there is a definite field of prospective purchasers for that merchandise. Are you cultivating that field or just letting it forget about you, or maybe allowing some other more active concern to get ahead of you?

This is a time for *intensive cultivation*, for reaching out to your prospects with forceful printed sales messages; a time for "Pulling them in" by telling them what you have. Make your proposition attractive from the purchaser's standpoint, and then *tell* them about it. Keep on telling them. The law of averages in results work on good printed advertising.

***Plan and Start
a Printed Sales
Campaign Today!***

This series of advertisements is sponsored by the following named firms which operate their plants on the Open Shop Plan:

MASTER PRINTERS OF DALLAS

Bennett Printing Company
Boyd Printing Company
Clarke & Courts
Egan Printing Company
Etheridge Printing Company

Garvin-Bonner Printing Company
Geyer Printing Company
Johnston Printing & Adv. Company
Merchants Ptg. Co., Com'l Printers
Padgett Printing Company, Inc.
Stevenson Printing Company

Texas Publication House, Inc.
Tigert Printing Co., Com'l Printers
Waller Brothers & Kenyon
Walraven Brothers, Inc.
Wilkinson Printing Company

Master Photo Engraver of Dallas
A. Zeese Engraving Company

Master Electrotypers of Dallas
Dallas Electrotype Company
Sam Ross McElreath

CALL ONE OF THESE MASTER CRAFTSMEN AND LET HIM HELP YOU

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Robert R. Harper Lieut. Don Peacock

Jewelry

(Continued from page 8)

silver. The antiques are authenticated by the hall marks of the guild.

Another firm which carries original antiques and antique reproductions has among its treasured pieces a carved coral museum piece from Italy, showing an intricate design in cupids, birds and roses. A necklace from Florence has twenty-four carbuncles set in an old gold design.

Almost every country in the world has contributed to the stock of still another firm which has its own factory for the mounting of stones. The diamonds come directly from the cutters in Amsterdam and in the United States. In one room is an assortment of complete services in world-famous china, together with inexpensive and beautiful gifts.

In other rooms are typical treasures from every quarter of the globe.

There is glassware from Czecho-Slovakia, platinum from Russia and Brazil, quaint enamel cigarette boxes from Russia, diamonds from South Africa, pearls from France, watches from Switzerland, opals and pottery from Mexico, leather from England and rubies from Burma. Genuine English Sheffield silver is also among this store's selections.

In the collection of unique watches is a pocket watch that will go eight days with one winding; another strikes the nearest hour, and the movement of a third, a wrist watch, is curved to fit the wrist. There are also tiny baguette watches not any wider than a pencil.

A Dallas jewelry firm, credited with having inaugurated installment paying on jewelry in Texas when they located here seventeen years ago, succeeded so well that they started another store in Fort Worth eight years ago.

"They told us that the time-payment business couldn't succeed in Texas, but we have proved that it can," declared one member of the firm.

Though the craft of the jeweler from time immemorial has been considered a man's work, Dallas has two pioneers who



"What I've Learned About Buying Printed Matter"

"The most important thing I've learned is that all Printed Pieces, regardless of their classification, reflect the character of the house using them, and it is truly remarkable how sales have increased because of a simple little improvement in design or color scheme of just a label.

"Printing has stepped out of its old character of so much paper and ink and has become a very definite and tangible advertising medium. It is fast taking its rightful place in the business spotlight.

"If you are selecting salesmen you do not hire the one you can get for the smallest salary. Why then should you buy your Printed Salesmanship at the lowest price you can get from 'bidders'?

"You should select a Printing Organization that best fits your particular requirements, one that will think as much about what you are trying to accomplish as of the printing specifications on the job at hand, and also knows the economical short cuts.

"Your Printer should know you, and what you require. He should know what you need, as well as what you want. It is far more important and profitable and certainly more economical to find such a Printing establishment and let it handle your business, rather than trust always to the lowest bidder for each job that comes up.

"Selecting a Printing establishment in this manner is reasonably certain to insure many years of happy business dealings."



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Buyers' Index

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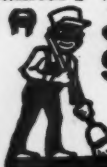
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**Janitors
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are successfully proving that it is also a woman's work. They are mother and daughter who established their own shop here in 1924, and have watched it steadily grow since that time. They are leaders in activities of the Dallas Jewelers Association, which they helped to establish. There is about their shop an air of informal hospitality that is wholly feminine.

"I'll just leave it to you," young men are in the habit of saying when they are on the important mission of selecting a present for mother or sweetheart, thus proving the salesmanship value of the friendly atmosphere combined with feminine taste.

The stability of the diamond market during the period of the recent depression is a factor which the Dallas jewelers found heartening.

"Never before has the investment value of fine diamonds been so pronounced," declared one member of the board of directors of the local jewelers association. "Through the whole period of economic stress fine diamond prices have hardly changed. This is history repeating itself. From the French Revolution to the late German economic collapse, diamonds would buy anything where money would buy nothing. This fact was illustrated last summer when stranded tourists in Germany and Austria bought their way out with diamonds when their marks became worthless. Hence English and American merchants are featuring diamonds as an investment."

...

New Radio Aerial Factory

Inventor and owner L. O. Otman has now opened a factory in Dallas for the manufacturing of a new type aerial for radio users.

The aerial is named the O & J Composite Aerial or Ground, and works off the antenna post of A. C. radio sets. The factory, known as the O & J Products Co., is located at 4107 Worth Street.

The instrument is made of brass tubing and a chemical is placed inside the pipe in such a way that the addition of water causes a chemical reaction, oxidizing the pipe to the ground.

Mr. Otman plans to cover the entire United States from his Dallas plant and reports that salesmen are already finding good business in Dallas, in Texas and wherever they have demonstrated the instrument.

...

She: Did you get hurt when you were on the eleven?

Jack: No; it was while the eleven were on me.

Buyers' Index

Labels



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TYPEWRITERS

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Chamber Members Invited To Hear Noted Economist



Dr. Solomon S. Huebner of Philadelphia, recognized as one of the foremost economists of the day, will speak here Monday night, February 8th, at 8 o'clock, McFarlin Auditorium. "Investments and the Personal Economic Problem" is to be the subject of his address. His comments and opinions should be highly regarded by the business, financial and professional people of Dallas.

Dr. Huebner is professor of Wharton School of Finance and Commerce, University of Pennsylvania. He is a member of the Insurance Committee of the United States Chamber of Commerce. For years he served as Expert to the United States Shipping Board. He is a member of the American Institute of Banking, the American Economics Association, the National Institute of Social Science and he is Dean of the American College of Life Underwriters. His lectures and

books on economics, the stock market, the human values in business as compared with property values, etc., have made him a recognized and outstanding authority.

Dr. Huebner is making a tour of the United States, addressing large audiences of business and professional men. His discussion of the investment question today is said to have proved elsewhere a forceful influence in strengthening business confidence. We in Dallas are extremely fortunate to be included in his itinerary.

All Chamber of Commerce members are invited to hear this informative lecture, which will be conducted under the auspices of The Dallas Association of Life Underwriters. There will be no charge to members of the Chamber. Tickets may be obtained from C. J. Crampton, executive secretary of that organization.

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Talking with relatives
and friends back home is
almost as good as a visit.

Ask "long distance" to
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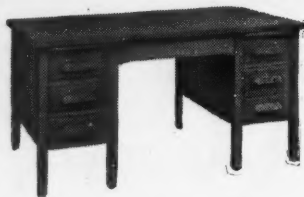
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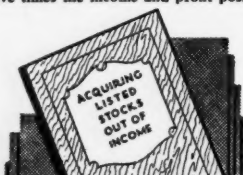


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BUY NOW

Lights Help Selling

(Continued from page 9)

of little value to the merchants who pay the rent.

Take for example a large and well located show window used by one of Dallas' leading retail merchants. This window is so situated that it catches the sunlight directly for several hours daily, with the result that the reflection of the sun's rays on the plate glass is so strong that passers-by cannot see the merchandise displayed without standing close to the window. This merchant refused to be robbed of his window and called in the services of an illuminating engineer. Various tests were made and it was found that by building up of the intensity of electric light on a focal point inside the window, outside reflection was overcome. This merchant now receives full value from his show window throughout the day.

Similar lighting problems have been solved by members of the Southwestern Chapter of the Illuminating Engineering Society, a national organization of men engaged in the electric lighting profession, and by illuminating engineers of the Dallas Power and Light Company whose services are available to merchants, building owners, industrialists and those engaged in the building trades in Dallas. The illuminating society has as its laboratory the commercial demonstration hall in the new Light Company Building. In addition to facilities for demonstrating the various types of office, commercial and industrial lighting, this room has as part of its equipment a model store front with two identical show windows in which merchandise may be actually displayed and the effects of various types of window lighting may be tested by direct comparison.

Any attempt to state here a set of rules to be followed in the correct lighting of commercial establishments would prove an almost unsurmountable task, for each case calls for individual treatment. Size of the space to be lighted, the height, color and texture of the wall, the shape of the ceiling, the nature of the work or objects to be lighted are some of the factors to be considered in determining the plan of lighting. Obviously no two problems are exactly the same.

However, it has been determined with scientific exactness the type and intensity of light most efficient for every purpose. In surveying present lighting installations with a view of increasing lighting efficiency Dallas business men have at their disposal an "electric eye," an instrument used by Dallas Power and Light Company illumination engineers to measure light under all conditions. This instrument, designed on the principle of the photo-electric cell, is so sensitive that it is able to measure the difference in the amount of light from the same source reflected from materials of different colors and textures. After readings have once been made, this "electric eye" can tell us whether the light is shining on a pink silk dress or a brown fur coat.

Commercial and industrial lighting has become a science which aids the merchant to sell more goods, helps the office manager to produce more efficient work, insures the manufacturer against costly mistakes and accidents and preserves the eyesight and increases the productive capacity of every individual, man, woman and child. The Twilight Zone of light still existing in many Dallas Institutions may be dissipated with surprising ease by an application of the knowledge possessed by men in the electric light trades of Dallas.

Opens Advertising Agency

Ira E. DeJernett has organized an advertising agency which bears his name and has opened an office at 919 Santa Fe Building. The agency will handle all forms of advertising including newspaper, magazine and trade journal, direct-by-mail, radio and outdoor advertising.

The agency will render a general and complete advertising service including research, plans, copy, layout and art—every step from the planning of a campaign to its execution.

Mr. DeJernett has been actively engaged in advertising work in Dallas for the past ten years. He has during this time served as advertising manager of a well-known trade journal, as manager of the creative and plan department of a direct-by-mail advertising agency, as advertising manager of a large insurance organization and as copy and contact man for a nationally recognized advertising agency.

Mr. DeJernett received his college training at Southern Methodist University and has had special training in economics, business administration, journalism, marketing and advertising. He is a former director of the Dallas Advertising Club and editor of OK'd Copy, that club's official weekly publication.

To Head Wholesalers



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Newly Elected President, Wholesale Merchants' Association

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NEWSPAPER, MAGAZINE
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919 SANTA FE BUILDING
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6 Reasons for having a Telephone

Brings the grocery boy . . . when the weather is bad outside . . . when you've forgotten something . . . when you're tired.

Breaks the monotony of long afternoons, when you visit with friends and relatives.

Puts your name in the telephone book to direct friends to your home.

Gets the doctor quickly when there's illness in the family.

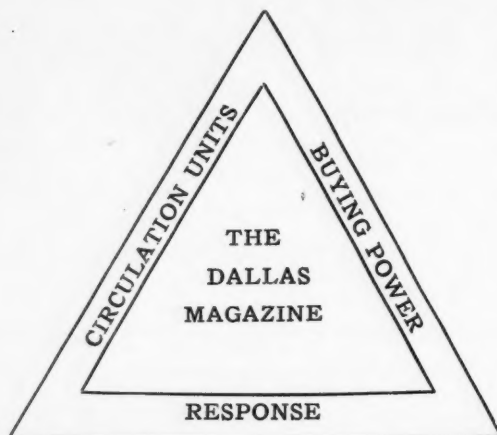
Tell out-of-town friends about the baby, about sickness, about having fried chicken when you drive up this week-end.

Tells police there's a burglar in the house . . . fireman there's a blaze in the basement.

The cost is only a few cents a day.

Ask the Business Office
Southwestern Bell Telephone Co.





**The Base
Upon Which
Rests » » »**

All Successful Advertising

TOO OFTEN advertising is thought of only in terms of circulation units and purchasing power. These are necessary, but their importance shrinks considerably in their relationship to the base of the triangle—ADVERTISING RESPONSE.

COMPLETE COVERAGE of the cream of the business men in Dallas is afforded by "THE DALLAS MAGAZINE"—that is circulation. The largest firms . . . the most successful business men read "DALLAS"—that is buying power, concentrated.

RESPONSE, however, is more important than either of the other two. "DALLAS" advertising columns are watched as carefully as are its editorial columns. A policy of keeping the advertising on a high plane has given its readers complete confidence in their reliability. It is a confidence that precipitates action . . . that creates response.

*"DALLAS" policies are set
by the same board of
directors which deter-
mines the policies of the
Dallas Chamber of
Commerce.*

Phone 2-5425

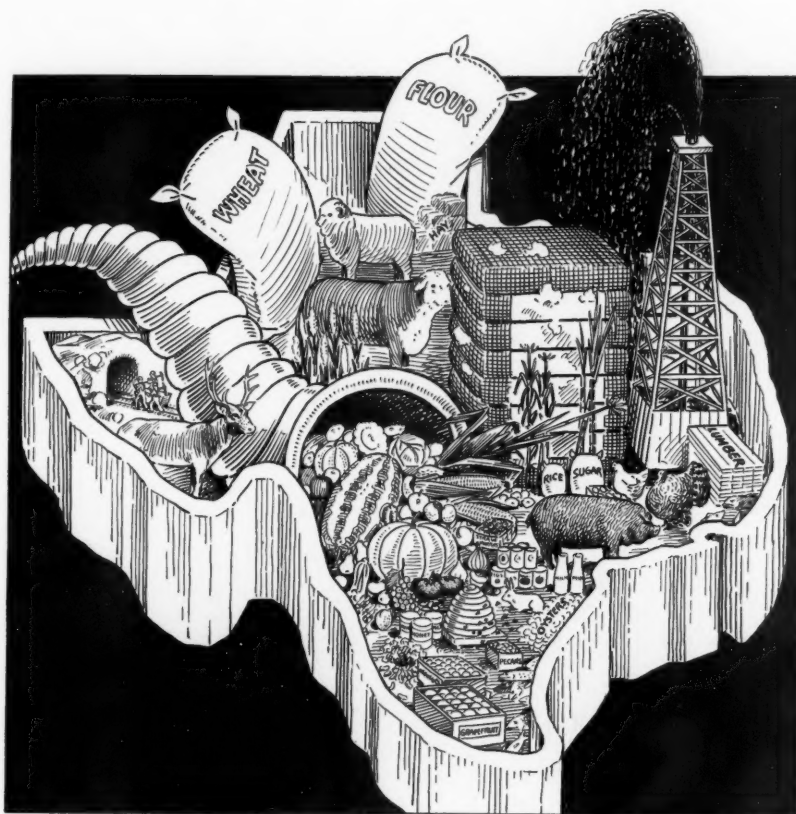
DALLAS MAGAZINE

CHAMBER OF COMMERCE BUILDING

DALLAS

Texas—

THE LAND OF PLENTY



TEXAS—the leading agricultural State of the Union—has a wealth of other resources. It is first in the production of petroleum, number of live stock, cotton, cotton seed, cotton seed products, sulphur, turkeys, mohair, wool, natural gas and the number and value of all farms, and the manufacture of cotton gins, saddlery and harness. It ranks second in the production of honey, asphalt, small grains (including wheat) and corn.

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DALLAS, TEXAS

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